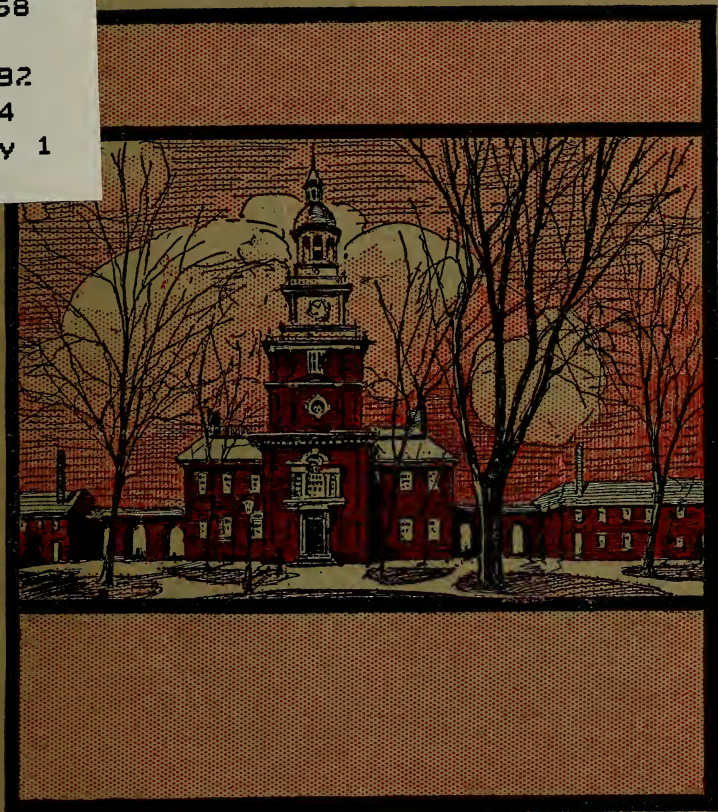


A Friendly Guide-Book to PHILADELPHIA

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JOHN WANAMAKER

1914

PHILADELPHIA

A GUIDE

Made for the Convenience of People
Interested in the Wanamaker Store



PUBLISHED BY

John Wanamaker

PHILADELPHIA

1914

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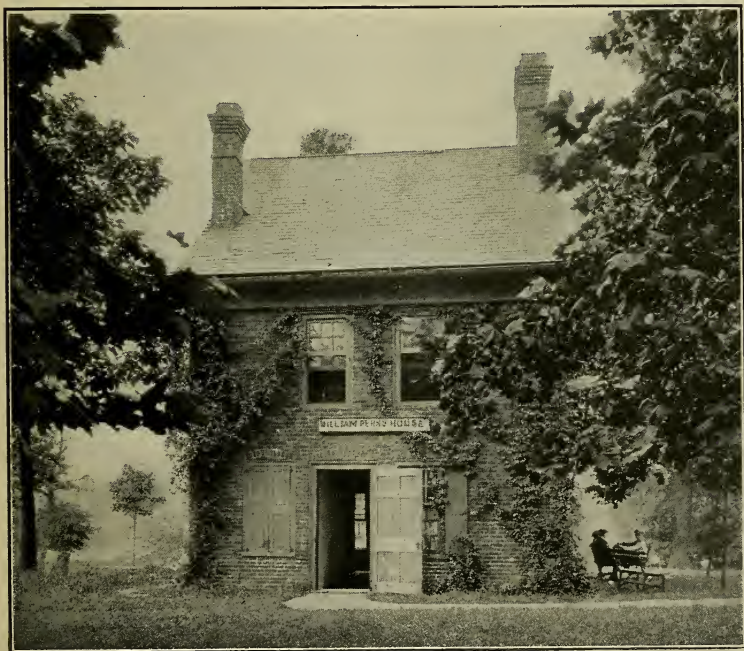
When William Penn left England to found his Colony, this is the type of ship he sailed in. No drawing exists of Penn's actual ship, the "Welcome." But this quaint Dutch drawing, of contemporary date, shows a vessel of the same build and tonnage as the "Welcome."

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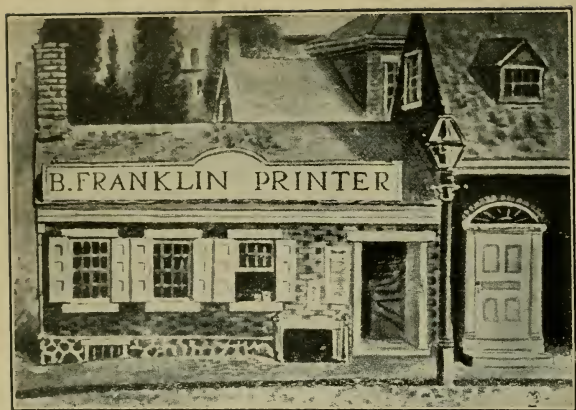
EARLY PHILADELPHIA AND ITS PLACE IN AMERICAN HISTORY

"I WILL found a free colony for all mankind"—this was the idea that led Penn and the English Quakers to establish the colony called Pennsylvania. For many years imprisonment and exile had been the lot of this sect, but their zeal was strong, and their young leader William Penn was resolute and resourceful. In 1680, through his efforts, King Charles II granted to them a vast tract of land along the Delaware River, the grant canceling a great debt which the English Crown owed the Penn family.

Soon after the charter was signed Penn issued an invitation to his people, urging them to seek religious freedom and giving a glowing account of the new country that was theirs. During the summer of 1681 three shiploads of emigrants sailed for the new colony, and a deputy governor was sent out.



The first brick house in Philadelphia, built in 1682. Deeded by William Penn to his daughter Letitia. It stood originally on High (Market) Street, between Front and Second, but was subsequently moved out to Fairmount Park.



The Print Shop of Benjamin Franklin, Printer, Journalist, Scientist, Diplomat, Statesman and Philosopher, as it looked nearly two centuries ago when it stood in Second Street near Christ Church.

This governor carried instructions from Penn to deal justly with all the people—the new English colonists and the Swedes, Dutch and Indians already there—and to make a treaty of friendship with the Indians. Penn himself was not ready to go to America until the next year; by that time his plan of government was framed.

Characteristic of him was the way he took charge of his colony—with entire absence of ceremony and ostentation. Simplicity, directness, friendliness and a very honest piety marked the beginnings of this State and city. Penn's treaty with the Indians is famous, a simple statement of mutual faith and good will, which was not sworn to, nor ever recorded, but which neither white man nor Indian broke during the seventy odd years that the Friends controlled the colony of Pennsylvania.

IN February, 1683, the capital, Philadelphia, was founded; in 1701 it was granted its charter by Penn, and was soon a flourishing town. The colony grew prosperous under its democratic and representative government, and continued under the control of Penn's heirs or deputies until 1779, when their claims to soil and jurisdiction were purchased by the Pennsylvania legislature.



Grave of Benjamin Franklin and his Wife, in Christ Church Cemetery, Southeast Corner of Fifth and Arch Streets.

CARPENTERS' HALL



Carpenters' Hall, at the head of a court running south from Chestnut Street between Third and Fourth, is hardly less interesting to the patriotic American than Independence Hall. Here the First Continental Congress met in 1774 to frame those measures which led to the Declaration of Independence. It is open to visitors.

DURING the middle of the eighteenth century the greatest figure in the life of the Quaker town was Benjamin Franklin. Born in Boston in 1706, the young printer came to Philadelphia when seventeen, and by 1730 was married, established as a stationer and newspaper printer, and exercising considerable influence on public opinion. His subsequent services are thus characterized by one historian:

"Penn had founded a Quaker commonwealth. Franklin undertook to divest it of its sectarian garments, to modernize it, to give it a place in contemporary politics, history, science and art. He made war on the proprietary government and pulled it down; he united Quakers, churchmen, and German and Irish settlers in opposition to British pretensions and in sympathy with American ideals and principles. Without enthusiasm, without ideality, without morality, without great command over or respect from men, he made Pennsylvania the foremost American colony at the outbreak of the Revolution by being himself the best public business man who ever lived."

From 1736 onward Franklin was in public life in various capacities until 1764, when he left for England, not to return until the eve of the Revolution; and the rest of his history belongs rather to the nation than to Philadelphia.

THE history of the city during the middle of the century is chiefly a record of the growth of institutions—learned societies, sects and churches, hospitals and prisons, clubs and educational institutions. It was during this time that Philadelphia's industries and manufactures had their birth. And the story of the Quaker City during the Revolution is so nearly a history of the Revolution itself as to need little retelling.

Nowhere were England's colonial subjects more loyal than in Pennsylvania, and nowhere did that loyalty die harder, nor with better reason. The hardships entailed by the Stamp Act of 1765 fell heavily on this colony; remonstrances were passed, and, in common with the other colonies, Pennsylvania refused to buy imported and dutiable commodities. The leaders of the people then, besides Franklin, were Dickinson, Willing, Morris, Thomson, Mifflin, Reed, Wharton, Hopkinson and others whose names are now familiar to all Philadelphians.

The growing wrath of Pennsylvania toward the mother country was fanned to bitter fury by the treatment of Franklin in England at the hands of the Privy Council in 1774—their most distinguished and venerable citizen was attacked in a coarse and brutal examination, which his countrymen rightly regarded as outrageous.



Liberty Bell, cast in 1752 for the Pennsylvania State House, bearing the inscription, "Proclaim Liberty Throughout the Land." Its joyful notes did indeed proclaim liberty when it rang forth to announce to Philadelphians that within the State House the Independence of the Colonies had been declared.



State House, usually called Independence Hall, on Chestnut Street between Fifth and Sixth Streets, facing Independence Square. This is the birthplace of American Liberty, for in a room here the delegates from the American Colonies met and issued the Declaration of Independence. Passed on July 4, 1776, it was publicly proclaimed from a platform in the Square on July 8. In the main corridor the Liberty Bell, shown above, is carefully preserved. The last time it was rung was in 1835, in memory of Chief Justice Marshall.

OLD CHRIST CHURCH



Christ Church, on Second Street, north of Market, is closely connected with the history of Philadelphia. It was erected in 1727 to replace a one-story structure which had occupied the site since 1695. President Washington and President Adams each had a pew here, and here Benjamin Franklin and Henry Clay worshiped. The Church is open from 9 to 3 daily except Saturday, and contains many interesting memorials.



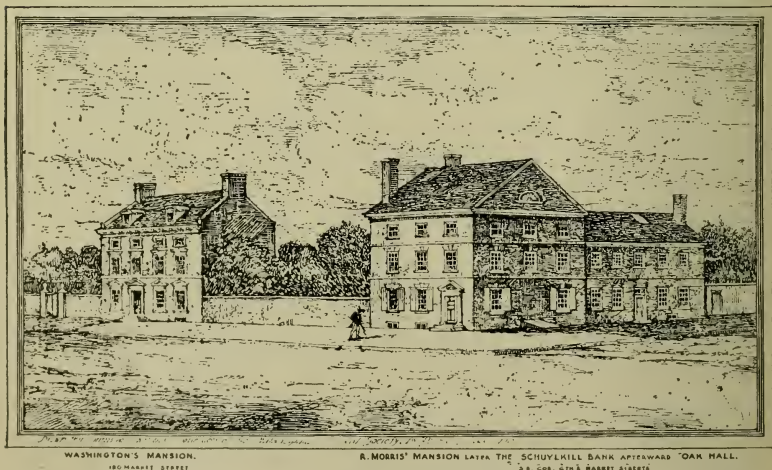
"Gloria Dei" Church, known as "Old Swedes'," is the oldest church in Philadelphia, dating from 1698. The bell in the tower was cast in 1643. The church is in Swanson Street below Christian, and is reached by the Second Street cars.

THE first formal convention to assert colonial rights was called in Carpenters' Hall on July 15, 1774, and the first Continental Congress met there September 4, with delegates from all the provinces. The work done by those men—Peyton Randolph, Patrick Henry, George Washington, Richard Henry Lee, Samuel and John Adams, John Jay, Gadsden, Rutledge and the others—belongs to the history of the world. This congress made the last appeal to Great Britain before resorting to arms. Its second session was held in May, 1775, and by this time the news of Lexington had reached the city.

The time for organization and drill had come. The Philadelphia troops were reviewed by General Washington on June 20. Franklin returned from England early in May, was elected delegate to the Congress, and set about his work in the Committee of Safety of Pennsylvania. The War was fairly begun, and by the beginning of 1776 it was assumed that independence from the mother country would shortly be declared. One by one the colonies resolved on separation and confederation.

Resolutions in the Virginia Convention in May were carried to Congress in June; and on June 7th Richard Henry Lee, seconded by John Adams, offered the resolution "That these united colonies are, and of right ought to be, free and independent States; that they are absolved from all allegiance to the British Crown, and that all political connection between them and the State of Great Britain is, and ought to be, totally dissolved."

In this tiny house, on Arch Street near Third, lived Betsy Ross, who was employed by Washington in May, 1776, to make the sample flag with thirteen stripes and thirteen stars which was adopted as our National flag by resolution of Congress, June 14, 1777. Open daily from 9 to 5:30.



On the left, Lord Howe's mansion during the British occupation, later President Washington's residence. On the right, the house of Robert Morris, financier of the Revolution. These stood at the corner of Sixth and High (Market) Streets.

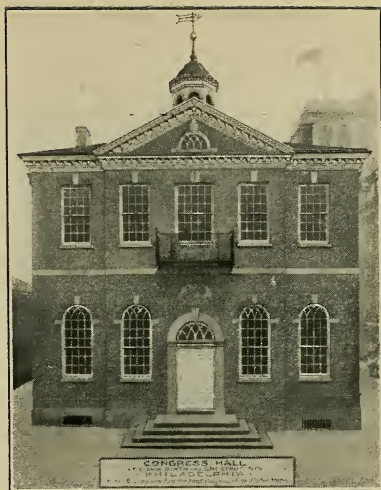
So radical and daring a step was not taken without debate, for many still hoped for reconciliation. Pennsylvania was the battle-ground of conflicting opinions. But the Declaration was being drafted and was to be acted on in the July meeting of Congress. The Lee resolution was adopted July 2, behind closed doors, and on July 4 the Declaration of Independence was passed.

THESE memorable proceedings took place in the State House, now known as Independence Hall. Here hung the bell that pealed forth the tidings—the “Liberty Bell,” which is still to be seen in the State House—and in the yard, now called Independence Square, the Declaration was publicly read on July 8.

This historical masterpiece was drafted by Thomas Jefferson in his lodgings at the southwest corner of Seventh and High (now Market) Streets; the house stood until 1883. Much of the activity of the War was centred around Philadelphia. “The capital of the infant nation, the great depot of supplies for the army, the theatre of important movements and events, she played an imposing rôle in the great drama of the Revolution.” With the successful conclusion of the struggle came the first steps in building the new nation. Here, too, Philadelphia was the centre of interest.

IN the summer of 1787 came the framing of the Federal Constitution in the State House. In May, General Washington was elected President by the delegates representing twelve States. Efforts were made to induce the new Government to make Philadelphia its capital. Congress, meeting in New York in July, 1790, designated the District of Columbia as the permanent capital, but provided that for ten years the seat of government should be Philadelphia; and Congress and the executive officers of the government took quarters there the following winter. The residences and office of President Washington and his associates were nearly all located between High (Market) and Spruce, and Front and Eighth. Later a permanent residence was built for the President.

With the establishment of the Federal Government in the Quaker City, the story of Old Philadelphia may be said to close.



Congress Hall; at Sixth and Chestnut Streets, built in 1790, and occupied by the National Congress until 1800. Here both Washington and John Adams were inaugurated. On October 25, 1913, restored, and re-dedicated by President Woodrow Wilson.



View up Broad Street from Spruce Street, Showing City Hall in the Distance.

MODERN PHILADELPHIA

EVERYBODY who has ever lived in Philadelphia for any time comes to realize that the city has a distinctive character of her own. True, it is not now so pervasively apparent as it was even a few decades ago, for old landmarks are going, and characteristic streets are gradually assuming a changed and modern air. This is not entirely to be regretted, for modern urban architecture is adding many buildings of which the city may well be proud. Moreover, what is really good, or historically interesting, will always be carefully preserved.

This city was planned and built by the Friends, or Quakers as they are often called, and their temperament is reflected in the very topography and architecture of those streets which now remain most like those of William Penn's day—straight, regular, sober, prim and uniform. Long rows of red brick fronts, each one relieved by white marble steps and coping; each with its long, high parlor, dim hall, and staircase leading to the half-story above the back of the house—this is the way Chestnut and Walnut, Spruce and Pine Streets used to look. Chestnut and Walnut are now built up with shops and office buildings well out toward the Schuylkill; the other streets keep a good deal of the old aspect—the comfortable, prosperous, homelike look which gave Philadelphia the name of the City of Homes.

GERMANTOWN and Chestnut Hill, now parts of the city, were once outlying villages, settled mainly by Germans, and in many places there are still charming reminiscences of the older life. Some of the finest Colonial doorways in the country grace old houses there; and its quiet, dignified and beautiful ancestral homes form one of the chief attractions of Chestnut Hill. The other suburban places near Philadelphia—north along the Reading Railroad and the Pennsylvania line to New York, west along the Pennsylvania "Main Line," and south toward Wilmington—are probably the most beautiful suburbs in America, abounding in large and magnificent country estates. The city is the social and business centre for all of these, the excellent train service making it possible for the business man to come in to town daily.

Philadelphia has a strong claim to the love and loyalty of the people who live here, and to the admiration of all who come to visit. It lies not alone in her historical prestige; for her contributions to the life of the nation did not end with the events told in the first part of this book. Ever since the founding of the city, great men and women, and great works, have called Philadelphia their home.

PHILADELPHIA CITY BUILDINGS



City Hall occupies Penn Square at the intersection of Broad and Market Streets. As its tower is 550 feet high, it is one of the tallest public buildings in the world. Around the head of the statue of William Penn, surmounting the tower, is a circle of lights which are visible over thirty miles at night and which are extinguished every night at exactly three minutes before 9, and lighted again at 9 so that people at a distance may set their clocks.

IN letters we associate with this city the names of Dr. S. Weir Mitchell, Agnes Repplier, Owen Wister, Horace Howard Furness, John Luther Long, and Rebecca Harding Davis—to go no further back than the last few decades. Among notable artists who belong to Philadelphia, there are Violet Oakley, Elizabeth Shippen Green, Jessie Willcox Smith, Cecilia Beaux, Alice Barber Stephens, Joseph Pennell, Thomas Anshutz, Hugh Breckenridge, Mary Cassatt, the sculptor Charles Grafly, and many others whose genius, joined with their training at the Pennsylvania Academy of the Fine Arts, has won them national fame. The world of music has had many well-known Philadelphia representatives. Physicians all over the land know how much this city has contributed to the annals of medicine, surgery, medical schools, and hospitals for the sick and the insane. In finance, the house of Drexel is the oldest great banking house in the country. The world of retail trade recognizes that in Philadelphia there is the largest and finest mercantile establishment in the world—the Wanamaker Store. Some of the most notable names connected with great railroad interests have been Philadelphians at the head of the Pennsylvania Railroad. The educational institutions of the city, especially the technical, industrial and art schools, have been famous for generations. Industrially, Philadelphia is the first city in America. Indeed, there is scarcely a department of human progress in which Philadelphia has not taken a foremost or a distinguished place.

It would require a much larger book than this to direct the visitor to all the attractions in the city which might interest him. Here only a part of them can be described, and the routes suggested by which they may be reached.

THE regular plan of the city streets makes the visitor's task easy. He who gets lost in Boston or New York has little trouble here, although the city is twenty-two miles long and nearly six miles wide. With but little variation, Philadelphia is laid out like a huge chess-board between the Delaware River on the east and the Schuylkill on the west, the streets that run across the town between the rivers being named, and those that run north and south being numbered. First or Front Street is nearest the Delaware, Twenty-third is at the Schuylkill, and the numbered streets continue over in West Philadelphia as far out as the seventies. The fourteenth is called Broad Street, and is the main axis north and south. Market Street runs across the numbered streets and is popularly thought of as the middle line of the city.

Houses are numbered north and south from Market, and westward from Front Street, every new block beginning a new hundred. Thus 307 Walnut Street is between Third and Fourth on Walnut, north side; 2100 Pine is the southwest corner of Pine and Twenty-first Streets; the odd numbers being on the north side. The numbers north and south of Market on the numbered streets are not so easy to locate until one knows



THE UNITED STATES MINT

at Seventeenth and Spring Garden Streets, is a most interesting place to visit. It is a comparatively new building, with three times the capacity of the one it superseded, which stood on Chestnut Street between Juniper and Broad. The present structure cost nearly two and a half millions. Visitors are admitted daily except Sunday, from 9 to 3, and are taken over the building by guides who explain the interesting processes of coining money.

where the named streets come and new hundreds begin. The list of principal streets given on page 39 will aid the stranger. Square-lengths are about the same in either direction—ten squares across, or eight up and down, being a mile. The trolley lines have recently been rerouted, with a view to improving the service in both city and suburbs. With few exceptions, the cars run in only one direction on each street. Most of the suburbs can be reached by trolley. Fuller information about out-of-town trips will be found on page 38 of this Guide.

IF the stranger arrives in the city at Broad Street Station (the Pennsylvania Railroad Terminal) or at the Reading Terminal Station, he is practically in the centre of the city, where Broad and Market Streets cross. This place was formerly called Center Square, and when Philadelphia was a small town over on the bank of the Delaware River it was country; and then later it was a hitching-place for farmers' horses. But in 1876 one young Philadelphia merchant realized that it would some day be the centre of the city, and he bought the ground at the corner of Market and Thirteenth, then occupied by the freight station of the Pennsylvania Railroad, and put his store there. And now the Wanamaker

Store (shown on page 20) is in the very heart of the city, and the square, now called Penn Square, is occupied by the City Buildings (shown on page 14).

Grouped in the neighborhood of City Hall are some of the most noteworthy of Philadelphia structures:

Broad Street Station, corner of Penn Square and West Market Street.

Odd Fellows' Temple, corner of Broad and Cherry.

Masonic Temple, corner of Broad and Filbert.

Real Estate Trust Company, southeast corner of Broad and Chestnut.

Land Title and Trust Company, southwest corner of Broad and Chestnut.

Girard Trust Company, northwest corner of Broad and Chestnut.

North American Building, corner of Broad and Sansom.

Wanamaker Store, between Market and Chestnut, Thirteenth and Juniper.

Farther down Broad Street are many other interesting buildings of which descriptions and photographs are given in the following pages.



Girard Trust Company, at the northwest corner of Broad and Chestnut Streets. One of the examples of perfect design to which Stanford White owed his fame as an architect.

RITZ-CARLTON HOTEL

At the corner of Broad and Walnut Streets. This is one of Philadelphia's newest hotels, and, although not large, is unsurpassed in the beauty of its design and finish. The general treatment is in the style of the Adam period. The Palm Room and the various dining rooms are harmonious and admirable examples of artistic interior decoration.

BELLEVUE- STRATFORD HOTEL

Another comparatively new hotel, one of the largest and finest in the world. Its ornate ball room is the scene of some of the most costly and gay balls of the society season, and it has entertained many celebrated visitors. The roof garden is an unusually attractive spot.



HOTELS AND RESTAURANTS

THE stranger's first—and very practical—concern is where to sleep and where to eat. This is traditionally a city of homes, but there is no lack of excellent hotels and comfortable boarding places near the centre of town. On the opposite page are shown two of the finest hotels, the *Bellevue-Stratford* and the new *Ritz-Carlton*. Besides these there are the *Hotel Walton* (corner of Broad and Locust), the *Stenton* just below it, the *St. James* (corner of Thirteenth and Walnut), the *Continental* (corner of Chestnut and Ninth), *Green's* (Chestnut and Eighth), the *Adelphia* (Thirteenth and Chestnut), the *Vendig* (Thirteenth and Filbert), the *Colonnade* (corner of Chestnut and Fifteenth) and the *Bingham* (Market and Eleventh). The last two offer both the American and the European plans; the others are on the European plan. Those who are about the city during the day should take advantage of the delightful and convenient lunching places in the Wanamaker Store:—

Great Crystal Tea Room on the Eighth Floor serves breakfast, luncheon and afternoon tea, à la carte; and in the Golden Jubilee Room adjoining, business men and their friends will find a table d'hôte luncheon.

Wanamaker Dairy, Subway Gallery. A la carte and table d'hôte.

Wanamaker Soda Fountain Lunch, Subway Floor, Chestnut, serving light luncheon.

Many will enjoy going—in the Summer time—to the various roof gardens. Out-of-door meals are served until a late hour, and there is usually an excellent orchestra. The most attractive places are the *Continental Roof Garden* (Ninth and Chestnut), the *Bingham Hotel* (Eleventh and Market), and the *Bellevue-Stratford Roof Garden*, which is open all year.

FIRST THINGS IN PHILADELPHIA

The first pleasure grounds in the country were laid out in 1681.

The first medical school was established here in 1751.

The first hospital, the Pennsylvania, was started in 1751.

The first piano in the country was made in Philadelphia in 1775.

The first law school in the country was opened in this city in 1790.

The first High School in the country once stood on a portion of the site now occupied by the Wanamaker Store.

The first bank in the country, the Bank of North America, opened in 1783.

The first water works in the country were in Center Square, adjacent to the Wanamaker Store.

The Wanamaker Store was the first store to

Install 2000 telephones as part of the store service.

Inaugurate the Saturday half-holiday.

Use pneumatic cash-carrying tubes.

Install electric lights.

Install Marconi wireless service.

Have general free delivery by mail, express or freight.

THE WANAMAKER STORE



"A landmark of labor and a signature in stone to the power of concentration and co-operation in mercantile pursuits, under freedom of competition."

IN PHILADELPHIA

IF the judgment of many critics is to be trusted, it is safe to say that no single building has added so much to the fame of Modern Philadelphia as the great Wanamaker House of Business, completed in 1911. Considered commercially it is the greatest retail store in the world, in point of its actual bulk of business annually, as well as in the unapproachable quality of its merchandise and service and the character of its patronage. Architecturally and artistically it has won the admiration not only of all Philadelphians, but of visitors from all over the world. And by business men throughout the country, its founder is regarded as the foremost American merchant.

The Wanamaker Business dates back more than fifty years, and had its beginnings at the corner of Sixth and Market Streets where once stood the Robert Morris house shown on page 10. "Oak Hall" was the name of the little clothing store which occupied that site in 1861, and there John Wanamaker started business life with a set of principles which no one then had ever heard of—almost every one then scoffed at—and all the world accepts now as matters of course in retail trade.

One price, fixed, plainly marked, and not to be changed by argument; only trustworthy goods, labeled truthfully; nothing but all-wool goods in men's clothing; unsatisfactory purchases taken back without question and money refunded; people welcomed to the Store, but not urged to buy; and new, fair and agreeable relations established between merchant and customer.

SUCH are the Cardinal Points of a business which has revolutionized retail trade. Its influence for education and civilization was recognized in signal fashion by the President of the United States at the dedication of the new building on December 30, 1911. His Excellency William Howard Taft was the chief speaker at a brilliant ceremony long to be remembered by the 35,000 invited guests who thronged the Grand Court and the galleries above to hear his Address of Dedication. There was a distinguished assemblage of special guests; the Mayor presided, and the Governor introduced President Taft. Specially composed odes were sung by the great Wanamaker Chorus. The complete story of the Dedication, marking the close of the fiftieth year of the business, will be found in the second volume of the Golden Jubilee Book; the first volume recounts the history of the business during those fifty years. Both are on sale in the Store.

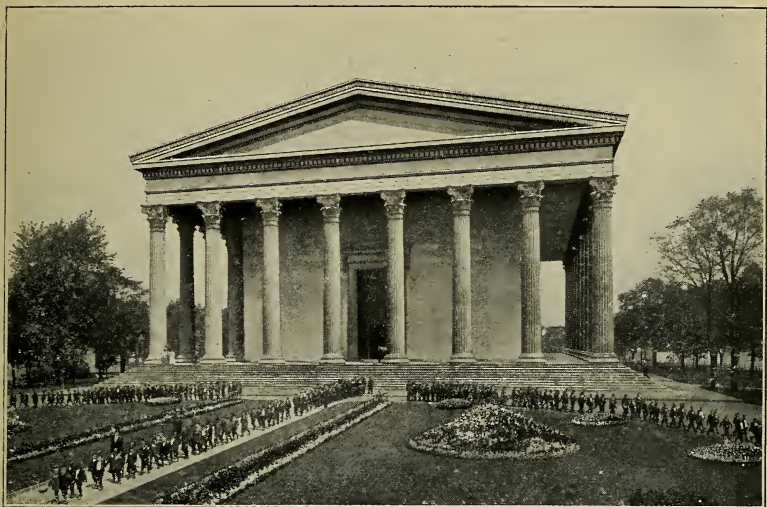
EDUCATIONAL INSTITUTIONS



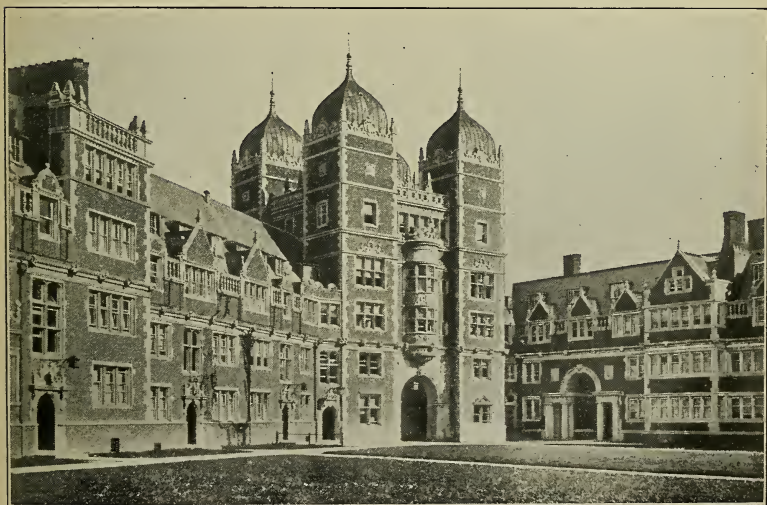
Philadelphia Central High School, at Broad and Green Streets.

WHILE men and women of all the professions find much in Philadelphia to interest them in their particular lines, there are unusually fine opportunities for the visiting teacher. Schools of every imaginable kind are here inviting examination and comparison; and no teacher who is abreast of educational progress needs to be told of the generally excellent character of Philadelphia schools, public and private. Full information about the public school system may be obtained at the offices of the Board of Public Education in the Stock Exchange Building, on Walnut Street west of Broad.

Of the 313 public schools in the city there are six large high schools besides their annexes—for boys, for girls, and manual training for boys. The best known are the Central High School, for boys, at Broad and Green Streets, and the Girls' High School at Seventeenth and Spring Garden Streets. In these the standards are so high, the courses so rigorous and extensive, that the boys and girls who are there prepared for college enter with what is considered at many colleges the best preparation to be had anywhere; and those who end their education at these



Girard College, Ridge and Girard Avenues; a remarkable institution founded by the will of a wealthy Philadelphia citizen, Stephen Girard, in 1831, for the support and education of poor orphan boys. This is the original and central building. There are several others. Open to visitors daily except Sunday.



Quadrangle of the University of Pennsylvania Dormitories. Of such beautiful residence buildings as these the college has thirty.



The new Curtis Building, facing Independence Square and Washington Square. Here are published The Ladies' Home Journal, The Saturday Evening Post, and The Country Gentleman.

high schools have in many cases gone as far in the higher branches as the first two years in many colleges would take them. Bachelors' degrees in Art and in Science are given in several of the high schools at the close of the course. In all of these schools there is much in the way of equipment and method to interest the teacher.

OF collegiate institutions in or near Philadelphia, the best known are the University of Pennsylvania, Swarthmore College, Bryn Mawr College, Haverford College, and Villa Nova. Among the famous special schools are Jefferson Medical College and Hahnemann Medical College; and there are other technical, industrial, theological and commercial schools too numerous to mention.

The University of Pennsylvania, lying beyond Thirty-fourth and Walnut Streets in West Philadelphia, is an object of great pride to all Philadelphians, and of the most intense loyalty from its graduates. These number over 35,000—a record exceeded only by Harvard. It was founded in 1740 by a group of men of whom Franklin was leader, and the plans were characterized by a remarkable liberality in breaking away from traditions of classical education toward modern languages and practical, non-sectarian instruction. It has grown wonderfully, and now stands among the first American colleges. Its departmental schools—of medicine, dentistry, engineering, finance, law, and science—occupy several of the seventy-one University buildings; and its dormitories are unusually beautiful.

DREXEL Institute, at the corner of Thirty-second and Chestnut Streets, deserves mention as a technical school of national fame. Founded about twenty years ago by Philadelphia's noted banker, Anthony J. Drexel, with the advice of George W. Childs, an equally illustrious citizen, it has trained many young men and women to professional or practical usefulness. Its fine library school, domestic economy courses, art school, and its instruction in various trades, are examples of its curriculum. Students are admitted who can pass examinations in elementary English subjects and pay a small entrance fee. It offers frequent free lectures, concerts and organ recitals.

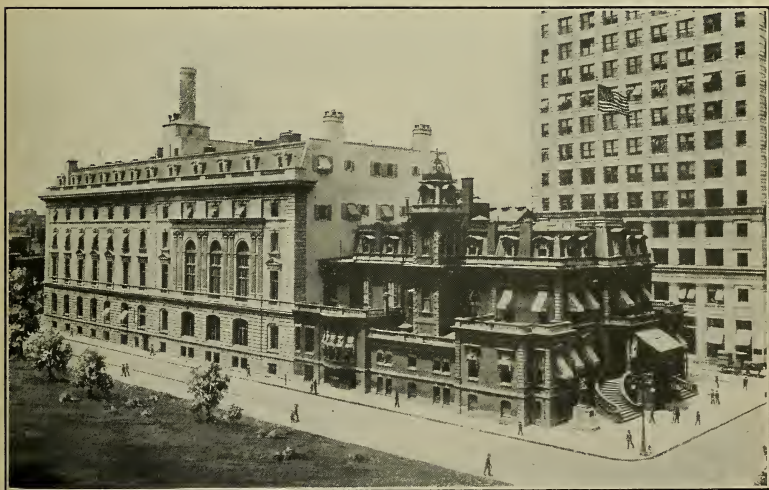
LIBRARIES IN PHILADELPHIA

Philadelphia Free Library, Thirteenth and Locust Streets—a large, complete public library, circulating, with many branches.

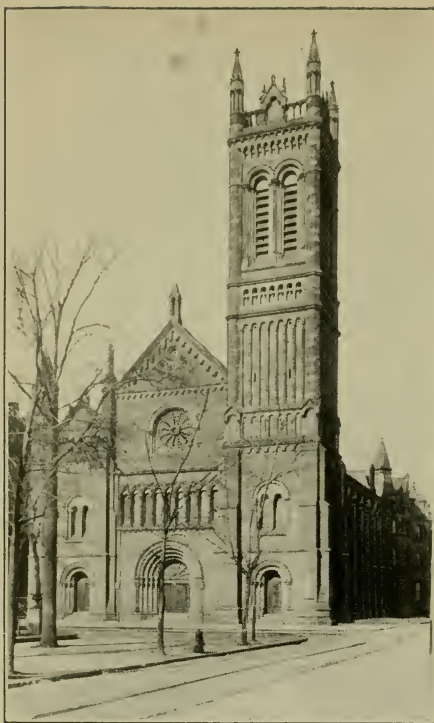
Philadelphia Library, corner of Locust and Juniper Streets—a subscription library, its use open to any one on payment of a fee. Contains a very fine historical collection, and many rare and curious books.

Mercantile Library, 18 South Tenth Street—one of the best-known libraries in the United States. The association contains about 3,000 members, who are entitled to take out books; the reading rooms are free to the public.

Apprentices' Library, Broad and Brandywine, opposite the Central High School. A very old library, free to the public.



The "Union League," Philadelphia's most distinguished social and political club. Old Building on Broad Street and New Building on Fifteenth Street.



Church of the Holy Trinity, Rittenhouse Square, corner of Nineteenth and Walnut.

PHILADELPHIA CHURCHES

PHILADELPHIA has more than seven hundred churches, representing over forty denominations and societies. Many of these are well worth visiting.

HISTORIC CHURCHES

Old Swedes' (see page 9).

Christ Church (see page 8).

St. Peter's, at Third and Pine Streets.

St. Paul's, Third Street below Walnut.

MODERN CHURCHES

ROMAN CATHOLIC—*The Cathedral of St. Peter and St. Paul*, Logan Square.

St. John the Evangelist, Thirteenth below Market Street.

BAPTIST—*First*, Seventeenth below Chestnut Street.

Fifth, Eighteenth and Spring Garden Streets.

Tabernacle, Fortieth and Chestnut Streets.

Temple, Broad and Berks Streets.

PRESBYTERIAN—*First*, Seventh and Locust Streets. The first organized in Pennsylvania (1698).

Second, Twenty-first and Walnut Streets, a famous church, the organization dating from 1743. Unusually fine music.

Bethany, Twenty-second and Bainbridge Streets. One of the largest Protestant churches in the city, seating 2000 worshippers. Its Sunday School is generally considered the largest in the world, with John Wanamaker as its Superintendent.

West Arch, Eighteenth and Arch Streets.

Calvary, Locust near Fifteenth Street.

Oxford, Broad and Oxford Streets.

METHODIST EPISCOPAL—*Arch Street*, Broad and Arch Streets.

Grace, Broad and Master Streets.

Spring Garden, Twentieth and Spring Garden Streets.

LUTHERAN—*Holy Communion*, Chestnut above Twenty-first Street.

PROTESTANT EPISCOPAL—*Holy Trinity*, Rittenhouse Square.

St. James's, Twenty-second and Walnut Streets.

St. Mark's, Locust below Sixteenth Street.

St. Clement's, Twentieth and Cherry Streets.

St. Luke's, Thirteenth below Spruce Street.

St. Stephen's, Tenth below Market Street.

INDUSTRIAL PHILADELPHIA

HOW many persons realize the proportion of familiar things in daily use all over the country that were made in Philadelphia? Manufactures here began soon after the arrival of the first settlers, in 1683. The earliest industries were the weaving of linen, paper and woollen goods, and the manufacture of hosiery; and the present prominence of the city as a manufacturing centre is due largely to the intelligence and perseverance of its early settlers and those who followed them. The great variety of its industries is noteworthy, and in its manufactured products Philadelphia is far ahead of any other city in the land. In 1909 the value of its manufacturing output was greater than that of any State outside of the largest six.

IN value of products Philadelphia holds first place in *hosiery and knit goods, rugs and carpets (other than rag), hats (fur felt), locomotives, dyeing and finishing textiles, street cars, oil-cloth and linoleum, saws and sporting and athletic goods.*

And second place in *women's clothing, millinery and laces, paper goods, woollen goods, felt goods, wool hats, leather and sugar-refining.*

This is the largest textile manufacturing city in the world. It has the largest lace factory, and some of the largest carpet factories. One carpet, made here about 1791, led Alexander Hamilton to place a tariff on all imported carpets, and this was the beginning of our tariff for protection. The Baldwin Locomotive Works at Broad and Spring Garden Streets, the oldest and largest of its kind, turned out the first successful locomotive, Old Ironsides, in 1832. It now turns out 8 locomotives a day and employs 19,000 men. Since 1710 this city has led in ship-building. Cramps' Shipyard in Kensington employs 8000 men and has produced about 380 vessels.



*New Building of the Manufacturers' Club
at Broad and Walnut Streets.*



The Chief of the Commercial Museum Buildings, on 34th below Spruce Street.

MUSEUMS THAT ARE WORTH SEEING

COMMERCIAL MUSEUM.—This was founded by the city in 1894 and is one of the most interesting places that the visitor can see. Its object is to increase the interest in and knowledge of the raw materials and finished products of other lands and thereby foster foreign trade in both imports and exports. The nucleus of the permanent collection came from the World's Fair in Chicago, and valuable exhibits have since then been added from the other great expositions and contributed by foreign governments. There are hundreds of cases filled with picturesque and instructive examples of the manufactures, utensils, weapons, etc., of every country in the world. Departments of the work include the Foreign Trade Bureau, Translation Department, and many other helpful activities. It sends to the schools photographs, maps, special exhibits and other material, and school children come regularly to its illustrated lectures.

The buildings may be reached from the center of the city by trolley in the Subway, routes Nos. 11 and 37; and on Walnut Street routes Nos. 13 and 42, stop at Thirty-fourth Street and walk south about two squares. Open daily from 9 to 5, Sundays from 1 to 5; admission free. Public lectures on Saturday afternoons.

ACADEMY OF NATURAL SCIENCES.—An important institution for research in natural history, with a fine collection of mounted specimens, and frequent public lectures. At Nineteenth and Race Streets; open from 9 to 5, Sundays from 1 to 5.

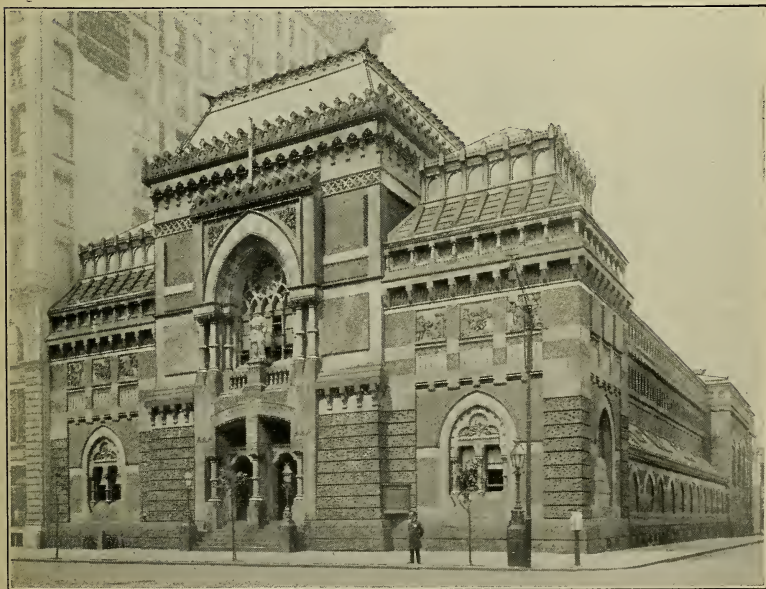
MUSEUM OF SCIENCE AND ART of the University of Pennsylvania. Beautiful buildings, housing a priceless collection of ancient and modern objects. Open daily, 10 to 5; Sundays from 2 to 6. At Thirty-third and Spruce, near the buildings of the University.

HISTORICAL SOCIETY OF PENNSYLVANIA.—A fine collection of books, paintings and original documents. Thirteenth and Locust Streets. Open daily.

PHILADELPHIA'S ART GALLERIES

MANY of the best works of art in Philadelphia are in private collections, but there are two public galleries of note. In Fairmount Park (see page 36) is Memorial Hall, the home of the art collections of the Pennsylvania Museum and School of Industrial Art. Open Sundays, 1 to 4; Mondays, 12 to 4; other days, 9:30 to 4; in Summer open till 5. These art collections include the famous Wilstach paintings and examples of industrial art from all over the world. The Industrial Art School connected with it is at Broad and Pine.

At Broad and Cherry is the Academy of the Fine Arts, founded in 1805. In addition to a large collection of art treasures, it boasts a school which is considered the best in America. Here have studied such well-known artists as Redfield, Abbey, Maxfield Parrish, Kenyon Cox, Colin Campbell Cooper, Joseph Pennell, Robert Henri, A. B. Frost, Cecilia Beaux, Mary Cassatt, Florence Scovel Shinn, Violet Oakley, and Jessie Willcox Smith. There are several special exhibits during the season—miniatures, water colors, and students' work, and, usually beginning in February, a fine general exhibit. Open to the public daily from 9 to 5; Sundays, 1 to 5. Admission, 25 cents; Saturdays, 50 cents; Sundays and Fridays free.



Pennsylvania Academy of the Fine Arts, at Broad and Cherry Streets.



*Where Opera-loving Philadelphians Hear the Best Operas, Old and New—the Metropolitan Opera House
at Broad and Poplar Streets.*

OPPORTUNITIES FOR THE LOVER OF MUSIC

SCARCELY a month in the year goes by in Philadelphia without a number of musical events that every music-lover should hear. The old Academy of Music, at Broad and Locust, was for years used for the Metropolitan Opera season, until the building of the magnificent opera house at Broad and Poplar. The Academy is beloved of all Philadelphians, partly because of its associations, partly because it has such incomparable acoustics. Here during the "season" the fine Philadelphia Orchestra has its concerts on Friday afternoon and Saturday evening of each week; here celebrated pianists and singers give their concerts; here eminent lecturers come with their popular courses; and here the singing societies of the city are heard several times a year.

Of pre-eminent interest, both artistically and musically, is the Metropolitan Opera House. Its great auditorium and foyer are nowhere surpassed in beauty and splendor; and the greatest opera singers of the world, in a long series of grand operas each winter, give pleasure to an audience whose wealth and social brilliance are famous.

Like the concerts and lectures at the Academy are those in Witherspoon Hall (Walnut and Juniper), but on a smaller scale; here the University Extension lectures are given, and small recitals and chamber concerts.

A small auditorium which offers attractive music is Greek Hall, on the second floor of the Wanamaker Store; there are frequent concerts here, free to the public and announced always on the Wanamaker advertising pages for the day.



Academy of Music, the Home of the Philadelphia Orchestra.

PHILADELPHIA THEATRES AND OTHER PLACES OF AMUSEMENT

PHILADELPHIA is a particularly good place to go to the theatre in, so most Philadelphians think. There is not that endless array of names in the theatrical advertisements which fairly bewilders a stranger in New York; but there are plenty of excellent theatres in the centre of town, easily accessible, and offering a varied range of the best plays of each season, as well as attractive vaudeville programs. Seats cost from 25 cents to \$2, and there is no "sidewalk speculating" to raise prices for the unwary.

The municipal laws governing the safety of audiences in these places of amusement are very stringent. All the houses have asbestos curtains, many fire escapes, and abundant fire-extinguishing apparatus. The new theatres are built as nearly fireproof as possible, and, in case of a fire, every theatre has so many exits that there is probably not one which could not be emptied inside of five minutes.

The best of the theatres and places of amusement are:

Academy of Music, Broad and Locust Streets. (See page 31.)

Adelphi Theatre, Broad and Cherry Streets.

Broad Street Theatre, 225 South Broad Street, below Locust.

Chestnut Street Opera House, 1025 Chestnut Street. Stock company, with a different play each week. Low prices.

Forrest Theatre, Broad and Sansom Streets.

Garrick Theatre, 1330 Chestnut Street.

Horticultural Hall, Broad Street below Locust, next to the Academy of Music. Concerts, lectures, fairs and flower-shows.

Little Theatre, Seventeenth and De Lancey Streets (below Spruce). Stock company, presenting "plays for thoughtful people."

Lyric Theatre, Broad and Cherry Streets.

Metropolitan Opera House, Broad and Poplar Streets. (See page 30.)

Walnut Street Theatre, Ninth and Walnut Streets.

VAUDEVILLE THEATRES

Keith's, Chestnut Street between Eleventh and Twelfth Streets.

Empire Theatre, Broad Street and Fairmount Avenue.

William Penn Theatre, Fairmount and Lancaster Avenues.

Nixon, Fifty-second Street below Market.

OTHER PLACES OF AMUSEMENT

Willow Grove Park, open during the summer, Philadelphia's most attractive and best managed pleasure resort. (See page 37.)

Woodside Park, in Fairmount Park. (See page 35.)

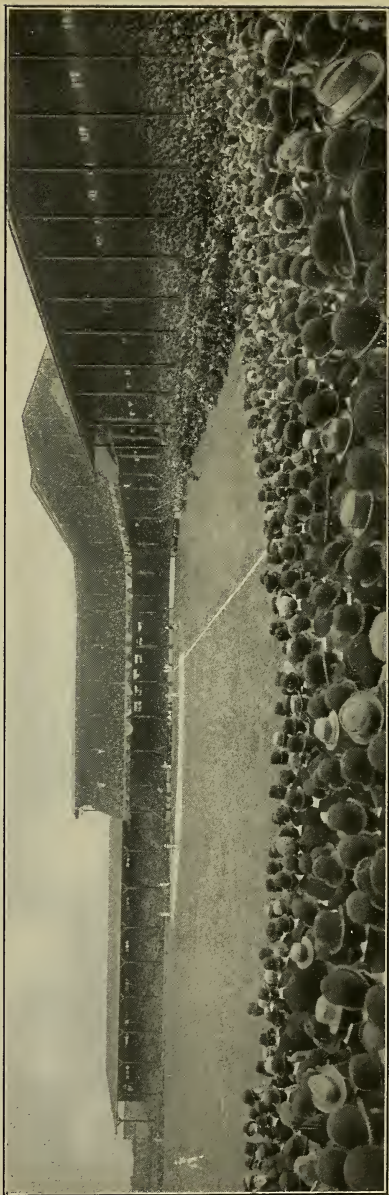
Franklin Field, the University of Pennsylvania athletic grounds, at Thirty-third and Spruce Streets, in West Philadelphia. Here on Saturday afternoons in the spring there are inter-collegiate baseball games, which are well worth seeing. Inter-collegiate football continues in the fall until late November, the long series of games between "Penn" and other colleges ending with the famous Army-Navy game after Thanksgiving. Reached by Walnut Street cars.

Shibe Park, Twenty-second Street and Lehigh Avenue. American League baseball. The home of the Philadelphia "Athletics," and one of the three or four largest ball grounds in the country. It seats 23,000 people. Games from April until October. Reached by many of the north-bound trolley cars running from the centre of the city.

National League Ball Park, Fifteenth and Huntingdon Streets. Games by the "Philadelphia" team throughout the baseball season. Reached by either the Thirteenth or the Sixteenth Street cars.

Horse Shows, in the fall, at Devon (45 minutes out) and Bryn Mawr (30 minutes) on the Main Line of the Pennsylvania Railroad, and at St. Martin's, Chestnut Hill (35 minutes on the Pennsylvania Railroad). At these shows may be seen some of the finest horses in the country, the best riding and driving events, and many well-known members of Philadelphia "society."

Point Breeze Park, at the southern tip of the city, reached by the Fifteenth Street cars. A pleasure park open to the public during the summer. Motorcycle races and other amusements,



Shibe Park, at Twenty-second Street and Lehigh Avenue, where the "Athletics" play ball.

MASONIC TEMPLE

Northeast Corner of Broad and Filbert Streets



The Masonic Temple is of pure Norman architecture. It rises 95 feet from the pavement, and the massive granite tower, 250 feet high, finishes an imposing façade. The building is magnificently furnished, and is a fine example of the progressive spirit of this great order.



An interesting "telephotographic" view of the City, taken from Belmont in Fairmount Park—City Hall and the Wanamaker Store in the distance.

PARKS AND PLEASURE GROUNDS

PHILADELPHIA has, within its limits and quite near the centre of the city, one of the largest and most wonderful parks in the world, used constantly by the people and kept up perfectly. Fairmount Park may be reached by numerous car routes; and the Park trolley line, starting from the Dauphin Street entrance, travels nearly ten miles within Park bounds.

In its several divisions—the Old Park, East Park, West Park and the Wissahickon—Fairmount extends along both sides of the Schuylkill River as far as the Wissahickon, thence following this stream up through the Germantown and Chestnut Hill districts. It contains over 3,000 acres, and is undoubtedly the most beautiful pleasure ground in the world.

Among the many interesting sights in the Old Park are the Washington Monument, erected by the Society of the Cincinnati; the City Water Works on the site originally called "Faire Mount"; the statue to Lincoln; and Lemon Hill, where stands the country house of Robert Morris. The East Park is the romantic and picturesque part of the Park. On its eastern edge is Strawberry Hill, the terminus of several lines of cars. Strawberry Mansion is an old-fashioned country house overlooking the river. On its broad piazzas light refreshments are served, and there are public croquet and playgrounds. In Summer there are open-air concerts daily by a good band, as there are also at Lemon Hill below.



Walnut Lane Bridge over the Wissahickon—a Remarkable Engineering Feat.

By taking the Park trolley the visitor reaches the West Park across the Schuylkill. At the northern end is Woodside Park, a popular amusement resort, and the southeast angle is occupied by the Zoological Garden. This is a place well worth seeing, and has particular charm for children; it is open daily from 9 a.m. until sunset. In the main portion of the West Park the Centennial Exposition was held in 1876. Some of the buildings remain, among them Memorial Hall (see page 29) and Horticultural Hall, containing a very fine conservatory.



Washington Monument at the Green Street Entrance to Fairmount Park.

Wild and charming are the thickly wooded hills of "Wissahickon Park," the farthest portion of the Fairmount Park grounds. A lovely road winds for miles beside the little Wissahickon—a favorite route of pedestrians—and there are several interesting spots to visit, with their due share of legends.



He who explores the Wissahickon Valley will find many lovely spots like this.

WILLOW GROVE.—Travelers who are here in Summer will wish to go out to Willow Grove Park, a favorite and well-managed pleasure resort. It may be reached by the Reading Railroad, the Route 55 cars on Eleventh Street, or (in Summer) the Route 24 cars on Sixteenth Street. There are places to dine, moving pictures, a scenic railway, a lake with boats, and an open-air auditorium seating many thousands, where afternoon and evening concerts are given by Damrosch's and Victor Herbert's Orchestras and Sousa's and other bands.

SHORT TRIPS OUT OF TOWN

INTERESTING places in the neighborhood of Philadelphia may be reached by trains from Broad Street or Reading Terminal Station, by trolley cars, electric trains, sight-seeing "autos," and Delaware River boats.

Pennsylvania Railroad trains from Broad Street Station cover most of the country west and southwest, touching the following points: Germantown and Chestnut Hill; the towns along the "Main Line" to Pittsburgh; towns in the direction of Media, Swarthmore and West Chester; and Wilmington, Baltimore and Washington. There is fine express service to New York, and to seaside resorts. The Pennsylvania and Reading trains go to Germantown and Chestnut Hill, and to Pottstown and Reading on the northwest; to a large group of suburbs directly north; to New York; and to seaside places. Baltimore and Ohio trains (station on Chestnut Street at 24th Street) touch many points in Delaware.

Of these places the visitor will wish to see some of the famous spots in Germantown and Chestnut Hill, reached by either the Pennsylvania or the Reading lines, or by the trolleys on Fifth, Seventh, Eleventh, Thirteenth or Sixteenth Streets. Along the "Main Line," with its unexcelled train service, are many charming towns where may be seen the famous and beautiful homes of prominent Philadelphians, and also three well-known colleges. The Media line extends southwest, taking in a series of pretty suburbs. Nearer the Delaware River is the Washington line, covering another group of towns on the way to Baltimore.

TO go to Atlantic City, or any of the New Jersey resorts, either railroad line may be taken. Pennsylvania trains run from Broad Street or from Camden—a town across the Delaware reached by ferries at the foot of Market and Chestnut Streets. Reading trains run from Camden—ferries at the foot of Chestnut Street. Time and fare are about the same either way. Atlantic City is about an hour away, Cape May about two hours. There are also electric trains from Camden to the seashore.

On the Reading main line is the historic village of Valley Forge, about an hour from Philadelphia. The chief spots of interest here are within a park owned by the Government. There is an inn open all the year. A sight-seeing automobile starts for Valley Forge daily, from April 15 through September, from Keith's Theatre at Eleventh and Chestnut, at 10 o'clock, taking about 5 hours for the trip; fare \$2.

A sight-seeing automobile touring Philadelphia leaves Keith's daily at 10, 2 and 4; from April through September, daily every hour from 9 to 5. Another leaves the Real Estate Trust Building (Broad and Chestnut) at 10, 2 and 4. Fare for either, \$1.

Towns on the Pennsylvania "Main Line" may be reached also by the Philadelphia and Western electric trains; these start from the 69th Street station, reached by the Elevated. Some trains turn at Villa Nova and go across to Norristown, and by the "Liberty Bell Train" one may go all the way to Allentown and thence by trolley to the Delaware Water Gap.

Steamers from the Chestnut Street Wharf go up the Delaware to Bristol and Trenton, and down to Wilmington. Many interesting places are passed.

STREETS NORTH AND SOUTH OF MARKET

occur in the following order; and house numbers on the streets running north and south go by hundreds as indicated:

NORTH OF MARKET

- 1—Market, Filbert.
- 100—Arch, Cherry.
- 200—Race.
- 300—Vine, Wood.
- 400—Callowhill, Willow, Noble, Hamilton.
- 500—Buttonwood, Spring Garden.
- 600—Green, Mt. Vernon, Wallace, Mellon.
- 700—Fairmount Avenue, Olive.
- 800—Brown, Parrish, Ogden.
- 900—Poplar, Laurel, George.
- 1200—Girard Avenue, Stiles.
- 1300—Thompson, Seybert.
- 1400—Master, Sharswood.
- 1500—Jefferson.
- 1600—Oxford.
- 1700—Columbia Avenue.
- 1800—Montgomery Avenue.
- 1900—Berks.
- 2000—Norris.
- 2100—Diamond.
- 2200—Susquehanna Avenue.
- 2300—Dauphin.
- 2400—York.
- 2500—Cumberland.
- 2600—Huntingdon.
- 2700—Lehigh Avenue.
- 2800—Somerset.
- 2900—Cambria.
- 3000—Indiana.
- 3100—Clearfield.
- 3200—Allegheny Avenue.
- 3300—Westmoreland.
- 3400—Ontario.
- 3500—Tioga.
- 3600—Venango.
- 3700—Erie Avenue.

SOUTH OF MARKET

- 1—Market, Ludlow.
- 100—Chestnut, Sansom, Dock.
- 200—Walnut, Locust.
- 300—Spruce, De Lancey.
- 400—Pine.
- 500—Lombard, Gaskill.
- 600—South, Kater.
- 700—Bainbridge, Monroe, Fitzwater.
- 800—Catharine.
- 900—Christian.
- 1000—Carpenter.
- 1100—Washington Avenue, Ellsworth.
- 1200—Federal.
- 1300—Wharton.
- 1400—Reed.
- 1500—Dickinson, Greenwich.
- 1600—Tasker.
- 1700—Morris, Watkins.
- 1800—Moore, Siegel.
- 1900—Mifflin.
- 2000—McKean.
- 2100—Snyder Avenue.
- 2200—Jackson.
- 2300—Wolf.
- 2400—Ritner.
- 2500—Porter.
- 2600—Shunk.
- 2700—Oregon Avenue.
- 2800—Johnston.
- 2900—Bigler.
- 3000—Pollock.
- 3100—Packer.
- 3200—Curtin.
- 3300—Geary.
- 3400—Hartranft.
- 3500—Hoyt.

HOW TO GET CABS AND TAXICABS

Cabs may be found at the railroad stations. Telephone, Spruce 4736 (Broad Street), Preston 4550 (West Philadelphia), Tioga 4780 (North Philadelphia) or Filbert 2420 (Reading Terminal).

FOR TAXICABS—Bergdoll Taxicab Co. Telephone, Walnut 3550. Rates: 1 to 4 persons, first half mile or fraction thereof, 30 cents; each quarter mile thereafter, 10 cents; each 6 minutes of waiting, 10 cents. Touring cars, 1 to 4 persons, \$3.50 per hour. Limousines, 1 to 6 persons, \$5 per hour.

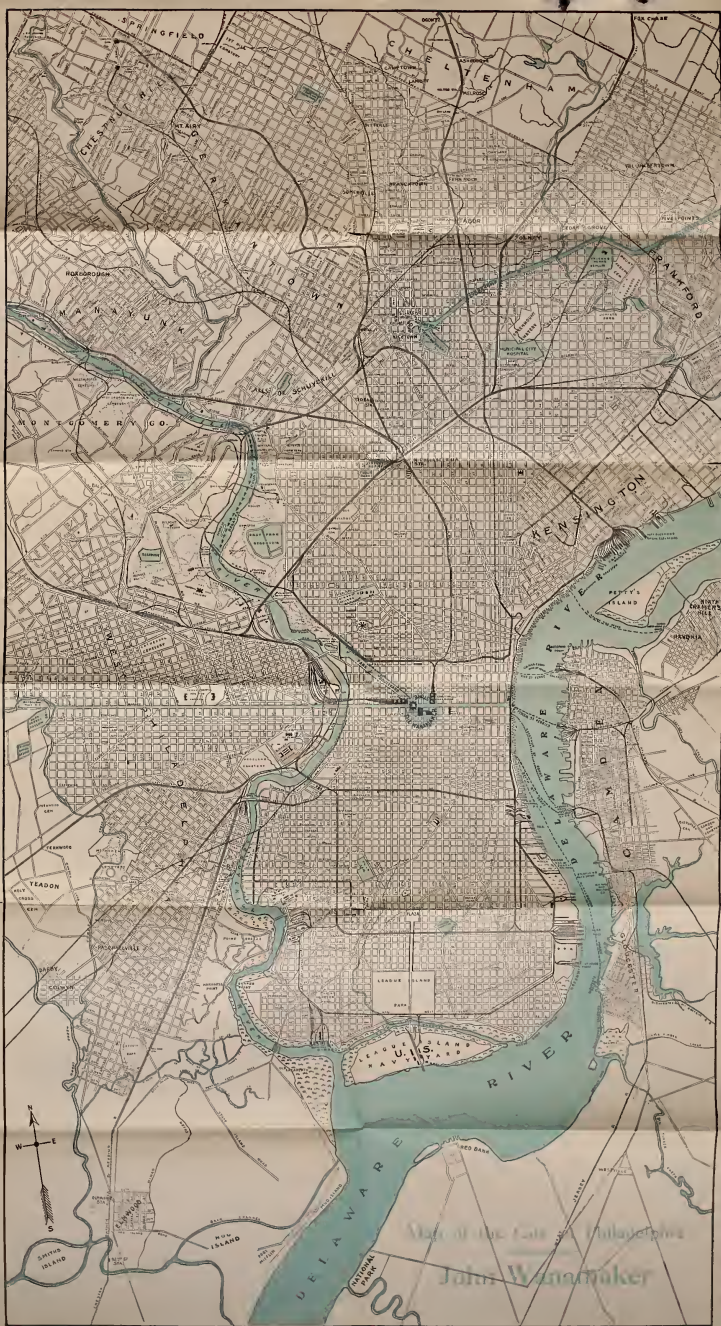
Quaker City Cab Co. Telephone, Filbert 2500. Rates: For four persons or fewer, first half mile or fraction, 50 cents; each additional quarter mile, 10 cents; each three minutes of waiting, 10 cents; each additional passenger over four, 20 cents.

American Taxicab Co. Telephone, Spruce 3140. Rates: First half mile or fraction, 50 cents; each additional quarter mile, 10 cents; each three minutes of waiting, 10 cents. Taxicabs, per hour, \$4. Landaulettes, limousines and touring cars—1 to 4 persons—per hour, \$4. Small touring cars, per hour, \$3. Ford cars, per hour, \$2.50. Large touring cars or large limousines, \$5. Special rates for waiting.

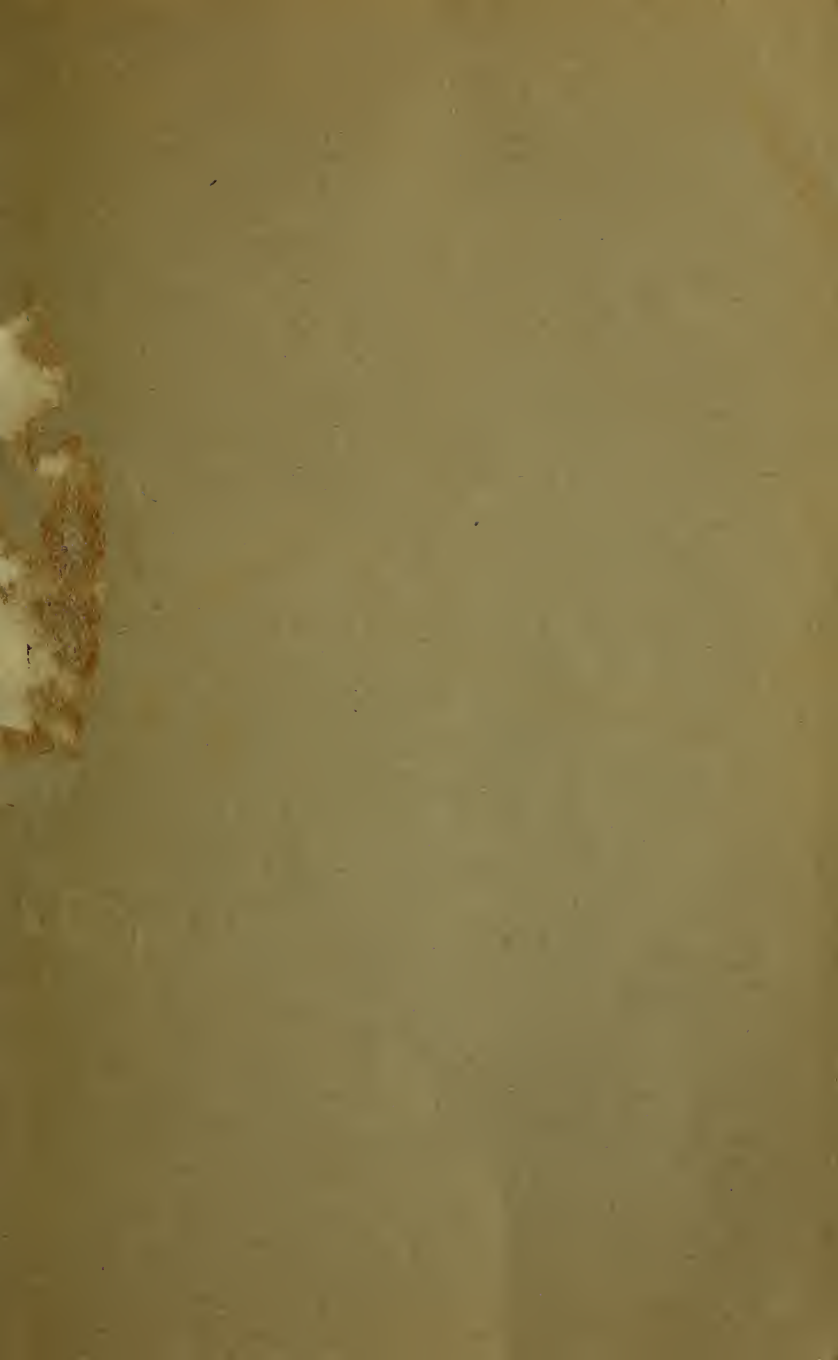
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